

Philip Morris "Exclusivity" Vs.

♦ Coexistence

What Program Provides the Financial and Promotional Advantage For the Retailer ???



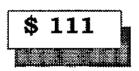
- Pack Outlet
- **■** Carton Volume 200-249
- PM Volume 104-122 (50% SOM)

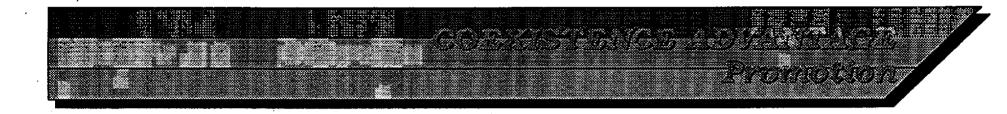


PM Level II \$ 293
RJR Base 160
Total PM+RJR \$ 453

PM Exclusive \$ 342

Coexistence Advantage





Flex/Co-Marketing

PM Flex Fund \$ 49

RJR Co-Marketing (option 2) 90

Total \$ 139

PM Exclusive Flex Fund \$ 98

Coexistence Advantage

\$ 41



Coexistence Merchandising Vs PM Exclusivity

\$111

Coexistence Co-Marketing/Flex Vs.
PM Exclusivity

\$ 41

Coexistence Advantage

\$ 152